

CLAIMS

1. A water-in-oil emulsified composition comprising (a) 0.1-20 wt% organophilic clay mineral, 5 (b) 10-70 wt% oil component, (c) 0.01-10 wt% emulsifier having an HLB value of not more than 7, and (d) 0.1-90 wt% microgel having an average particle size of 0.1-1,000 micrometers obtained by dissolving a hydrophilic compound having a gelation ability in 10 water or an aqueous component, letting it cool down and solidify to form a gel, and pulverizing said gel.

2. The water-in-oil emulsified composition of claim 1 wherein the average particle size of the microgel of (d) ingredient is 1-300 micrometers.

15 3. The water-in-oil emulsified composition of claim 1 or 2 wherein, in (d) ingredient, the hydrophilic compound having gelation ability is one, two, or more selected from a group consisting of agar, carrageenan, curdlan, gelatin, gellan gum, and 20 alginic acid.

4. An emulsified cosmetic comprising the water-in-oil emulsified composition of claim 1, 2, or 3.